

What is claimed is:

1. A unitary disposable absorbent article, comprising:
 - an absorbent core having a garment-facing surface and a body-facing surface;
 - a liquid permeable topsheet positioned adjacent said body-facing surface of said absorbent core;
 - a liquid impermeable backsheet positioned adjacent said garment-facing surface of said absorbent core; said backsheet having a physical variation along at least one axis, wherein said physical variation defines a first backsheet zone and a second backsheet zone, wherein said physical variation is a measurable difference, wherein said physical variation is as measured by a physical property selected from the group consisting of basis weight, thickness, density and tensile modulus;
 - at least one elastomeric element having at least one primary direction of stretch, said elastomeric element at least partially overlapping and joined to said second backsheet zone;
 - a first stretch region having lateral stretch; and
 - a second stretch region having lateral stretch; wherein said first stretch region co-elongates with said second stretch region.
2. The absorbent article of claim 1 wherein a relaxed pathlength of said elastomeric element in the primary direction of stretch is less than a total pathlength of said backsheet in the region of overlap;
3. The absorbent article of claim 1 wherein said first stretch region is said second backsheet zone.
4. The absorbent article of claim 1 wherein said second stretch region is at least one ear.
5. The absorbent article of claim 1 wherein said axis is a longitudinal axis.
6. The absorbent article of claim 5 wherein said first backsheet zone and said second backsheet zone partially overlap said longitudinal axis.
7. The absorbent article of claim 1 wherein said axis is a lateral axis.

8. The absorbent article of claim 1 wherein said article further comprises:
 - a front waist region;
 - a back waist region, said front and back waist regions being located at opposite ends of said article, said front and back waist regions generally encircling a waist of a wearer when said article is worn;
 - a crotch region, said crotch region being located intermediate to said front and back waist regions, said crotch region extending longitudinally between said front and back waist regions, said crotch region generally positioned between a pair of legs of a wearer; and
 - a buttocks region, said crotch region being located intermediate to said front and back waist regions, said buttocks region being located near a proximal end of said back waist region, wherein said first backsheet zone is disposed primarily in said crotch region and said front waist region, wherein said second backsheet zone is at least partially disposed in said back waist region.
9. The absorbent article of claim 1 wherein said article further comprises:
 - a front waist region;
 - a back waist region, said front and back waist regions being located at opposite ends of said article, said front and back waist regions generally encircling a waist of a wearer when said article is worn;
 - a crotch region, said crotch region being located intermediate to said front and back waist regions, said crotch region extending longitudinally between said front and back waist regions, said crotch region generally positioned between a pair of legs of a wearer; and
 - a buttocks region, said crotch region being located intermediate to said front and back waist regions, said buttocks region being located near a proximal end of said back waist region, wherein said first backsheet zone is disposed primarily in said crotch region and said front waist region, wherein said second backsheet zone is at least partially disposed in said buttocks region.
10. The absorbent article of claim 1 wherein said elastomeric element is non-linear in shape.
11. The absorbent article of claim 1 wherein said physical variation is such that said second backsheet zone has a lower value than said first backsheet zone.

12. The absorbent article of claim 1 wherein said selected physical property is basis weight, wherein said physical variation is measured as a ratio such that said ratio of the basis weight of said second backsheet zone to the basis weight in said first backsheet zone is at least 0.6.
13. The absorbent article of claim 1 wherein a ratio of the relaxed pathlength of said elastomeric element to a total pathlength of said backsheet within said second backsheet zone in a joined area is less than about 0.8.
14. The absorbent article of claim 1 further comprising a third backsheet zone having a value for said physical property that is different than a corresponding value for said first and second backsheet zone.
15. The absorbent article of claim 14 wherein said physical variation is such that said third backsheet zone has a higher value than said first backsheet zone and said second backsheet zone.
16. The absorbent article of claim 14 wherein said physical variation is such that said third backsheet zone has a higher value than said first backsheet zone and a lower value than said second backsheet zone.
17. The absorbent article of claim 14 further comprising a second elastomeric element at least partially overlapping and joined to said third backsheet zone, wherein a relaxed pathlength of said elastomeric element in the primary direction of stretch is less than a total pathlength of said backsheet in the region of overlap.
18. The absorbent article of claim 17 wherein said second elastomeric element is non-linear.
19. The absorbent article of claim 1 wherein said article may be selected from the group consisting of a disposable diaper, a catamenial and an adult incontinence product.
20. The absorbent article of claim 1 wherein said disposable diaper is a pant.